

### **REMARKS**

Claims 1-19 are pending herein.

In response to the Office Action of July 28, 2005 and further to the telephone interview with the Examiner on November 29, 2005, the claims have been amended as indicated. The Examiner is thanked for her assistance and courteousness during the interview.

Specifically, as discussed during the interview with the Examiner of November 29, 2005, claims 1 and 7 have been amended to clarify that the unique first identifier is "associated with coding content of the page".

The Examiner is respectfully requested to reconsider and withdraw the objection that claims 1-14 and 17-19 are anticipated by U.S. patent No. 6,449,604 (Hansen) and that claims 15 and 16 (which are dependent upon claim 7) would have been obvious in view of the same reference. Hansen does not disclose all of the features of independent claims 1 and 7, as amended. With reference to claim 1, Hansen does not disclose the timing feature of steps (e), (f) and (g), nor does it disclose the unique identifier feature of steps (b) and (c). The same argument is made for the same steps in claim 7.

#### **The Timing Feature: Steps (e), (f) and (g)**

In the Office Action, the Examiner asserted that Hansen discloses, after a pre-determined period of time, the report file comparing the page displayed in the first display frame with the first identifier and, if different, repeating the method from

step (b) for the page displayed in the first display frame, or (g) if the same, resetting for a second of the pre-determined period of time and repeating the method from step (e).

In this regard, the Examiner has made reference to column 9, lines 15-37 of Hansen which discloses, as discussed during the interview of November 29, 2005, a method of generating analytics rather than the method of displaying analytics of the presently claimed invention.

More specifically, that portion of Hansen describes a procedure for assembling hits (i.e. the event of a browser requesting a single Web component) into visits (a series of requests to a fixed Web server by a single person, occurring contiguously in time). The time of the last hit in the log is subtracted from the time of the current hit, and if the difference is greater than the threshold T, the visit is deemed to have expired.

Further, as set out in previous responses, the displays in data browser 10 of Hansen et al. are synchronized (e.g. updated) using "click" events. Specifically, when a "click" event occurs, a request is sent to update the web usage information windows. This is nothing like the method by which the displays of the presently claimed invention are synchronized as set out in steps (e), (f) and (g) of claims 1 and 7.

Thus, Hansen does not disclose steps (e), (f) and (g) of the presently claimed invention and the Examiner's objection that claims 1-14 and 17-19 are anticipated by Hansen is respectfully traversed.

### **The Unique Identifier Feature: Steps (b) and (c)**

In the Office Action, the Examiner also asserted that Hansen discloses writing a unique first identifier associated with the content of the page in and to the page displayed in the first display frame and retrieving a report file corresponding to the first identifier from the report server. During the interview of November 29, 2005, the Examiner explained that she had raised this objection because the term "content" used in the claims could be interpreted as referring to the URL of the webpage, in which case she asserted that this particular step of the claimed method would be disclosed by the Hansen reference. Further, the Examiner argued in the Office Action that the URL has a clear association with the contents of a page.

In order to more clearly and distinctly define the invention, the relatively broad term "content" has been replaced by the more specific term "coding content". The term "coding content" is well-known in the art of web development and analysis to refer to both the displayed content of the page as well as the hidden content, such as scripts, meta-tags and comments that define the page. An identifier associated with the coding content of the page would not be interpreted by the skilled person to refer to the URL of the page. Rather, such a unique identifier linked to the coding content provides a means of identifying a webpage independent of the URL.

Thus, it is clear that Hansen does not disclose writing a unique first identifier associated with the coding content of the page in and to the page displayed in the first display frame, nor does Hansen disclose retrieving a report file corresponding to the first identifier from a report server.

It is respectfully submitted that no new matter has been added by way of this amendment. This amendment is supported by the description in combination with the knowledge of a person skilled in the art of web development. For example, in the specification, the term "content" is used in the description of Figure 1 at page 7, line 15, where it is stated that "A first display frame 4 shows the content of a page 6 of a website". This content displayed in Figure 1 includes text content, hyperlink content and image content, all of which is determined by the source code, which may be written for example, in HTML, XML or any other mark-up language. In fact, at column 1, lines 42 to 51 of Hansen, the term content is used in exactly this same context: "This data is typically a HyperText document specifying information required by the browser to display the Web page (i.e., formatting information specifying the structure of the page, or URLs of images that are to be placed on the page), embedded client software programs which run inside the browser (e.g., Java bytecode), and other content to be downloaded to the client computer ...".

As explained in previous responses (and will now be better understood in view of the present amendments and explanations), the presently claimed invention overcomes several deficiencies of Hansen. While Hansen's URL mechanism may serve as to identify the page that the URL is pointing to, it cannot handle situations where the URL is not unique. This mechanism would not be able to deal with, for example, the use of .asp pages because multiple pages, each with different content, would have the same URL. Hansen's report files will thus not be tailored to the unique content of the different pages. The use of a unique identifier associated with

the coding content of each of these multiple pages, as disclosed in the present application, would overcome such a flaw. The presently claimed invention is therefore more flexible and can handle and adapt to many different website constructions.

Thus, Hansen does not disclose steps (b) and (c) of the presently claimed invention and the Examiner's objection that claims 1-14 and 17-19 are anticipated by Hansen is respectfully traversed. It should be noted that while the presently claimed invention distinguishes from the Hansen reference on the basis of the arguments presented for the timing feature alone, arguments have also been presented for the unique identifier in order to obviate the need for any additional searching by the Examiner, as discussed in the Interview of November 29, 2005. In view of at least their dependency on claim 7, the Examiner's objection that claims 15 and 16 would have been obvious to the skilled person in view of Hansen is also respectfully traversed.

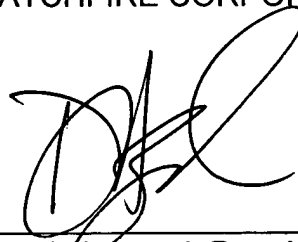
It is therefore submitted that the claims, as amended, are patentable over Hansen *et al.*

Favourable reconsideration and allowance of this application are respectfully requested.

It is believed that no additional fee is due for this submission. However, should that determination be incorrect, the Commissioner is hereby authorized to charge any deficiencies, or credit any overpayment, to our Deposit Account No. 01-0433, and notify the undersigned in due course.

Should the Examiner have any questions or wish to discuss further this matter, please contact the undersigned at the telephone number provided below.

Respectfully submitted,  
WATCHFIRE CORPORATION



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